



## Researcher Engagement Webinars

Market forces are creating pressures on the scholarly publication landscape. New open access (OA) business models require societies and associations to increase the volume of submissions and published articles. Meeting this demand requires that researchers see your publications as a home for their work.

Yet, researchers are now bearing the burden of conforming with OA and funder mandates, understanding copyright issues, and complying with data management requirements. They need support so they can focus on publishing their research.

Maverick's new *Researcher Engagement Webinars* enable you to provide researchers with the exact information they need to get published and cited in today's increasingly complex publishing landscape. As your research engagement partner, Maverick will help you create educational webinars tailored to your unique needs and White-Labeled with your branding.

### Benefits

- **Grow submissions:** Increase the volume of high-quality articles
- **Expand market potential:** Increase and diversify the base of authors/readers
- **Lead generation:** Grow revenue
- **Brand development:** Strengthen your profile with stakeholders: researchers, authors, members

### Sample topics

- Journal selection
- Research Integrity
- The role of AI
- Data management
- Demystifying Open access
- Peer review essentials

The webinars are developed and conducted by experienced, objective academic researchers who understand the challenges of researchers. Maverick's turn-key solution covers content creation, speaker, and video production. Contact Maverick to learn how they might fit with the goals of your publishing program.

#### For further information, contact:

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